

TECHNOLOGY AND DATA COMMS

THE BUSINESS PROBLEM

C-level contacts are looking for early engagement that captures their attention

Prospects are better informed than ever

Sellers are largely still dependent on overly complex communication media to support their positioning

THE CHALLENGE

The challenge presented to Mentor Group was to enable a sales force to conduct early 'story-based' sales conversations with executive buyers that excite and energise them to action. The sellers were already confident in delivering technical solutions, so the focus was on a change in approach rather than developing a new skillset.

It was essential that the solution connected personal and business outcomes with the ethos and capabilities of the vendor, and aligned with current and future solutions or product offerings.

THE SOLUTION

We designed and delivered a program of learning both in a workshop and a virtual format which built a framework for developing sales stories that:

- Engaged with human emotions and thinking
- Provided tools to develop personal credibility and authenticity
- Developed techniques to build live visuals to support stories using high impact presenting techniques and whiteboarding
- Focused on the adaptation of packaged presentations to connect at a personal level.

SUCCESS MEASURES

Following the success of the initial pilot program, **Story Based Sales Engagement** was deployed to the entire global sales team, including pre- and specialist sales resources. This program achieved the highest feedback scores of any program the customer had enrolled in before. Now in its 3rd year of deployment, the concepts introduced in the program have become the de facto approach to engaging customers.



"Brilliant approach"

"Super topic presented by a superb trainer on an excellent platform"

"We learned to keep the stories succinct and to the point"

"The course did an outstanding job of showing how to tell a story with pictures"

"Extremely interactive"



Who are Mentor Group and what are our differentiators?



About Us

Mentor Group is a data-led sales transformation company, dedicated to driving exponential sales transformation, productivity and performance with digital-first enablement.

Put more simply; we help organisations sell more often, for more money, faster than ever before.



You can verify this ISO 27001 accreditation by clicking [here](#), and using the reference number 227526.



Partnership Collaboration

A dedicated Account Manager who will support the program's success and conduct regular reviews with you

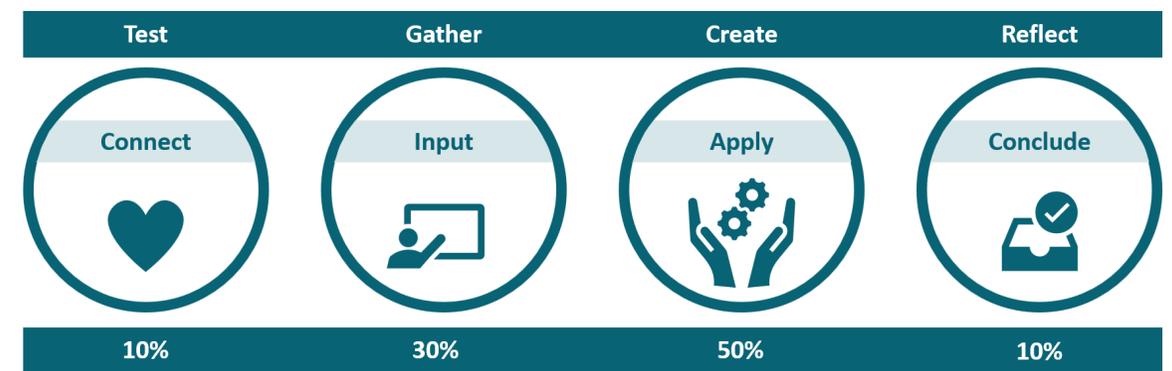
An Account Director to provide oversight of the project and provide you with a channel through which to escalate problems

A Client Success team with named contact to support your administration requirements

An Engagement Leader and Subject Matter Expert who will oversee the design and delivery

Mentor Group's Application-Based Learning

To provide full brain application-based learning, Mentor Group designs learning around its CIAC framework – Connect-Input-ApPLY-Conclude. Each stage is designed to stimulate every participant across the full range of neurological learning functions through facilitated activities.



Different Delivery Approaches

 <p>Virtual Instructor Lead Training (VILT)</p> <ul style="list-style-type: none"> • Maximum 90 minutes sessions using application based learning • Maximum of 3 per day • Group size of up to 12 	 <p>Instructor Lead Training (ILT)</p> <ul style="list-style-type: none"> • Typically a full day sessions using application based learning • Group size of up to 17 	 <p>Digital Learning</p> <ul style="list-style-type: none"> • Delivered on demand via our Kairos platform • Includes knowledge checking and gamification 	 <p>Coaching as a Service (CaaS)</p> <ul style="list-style-type: none"> • On demand access to Mentor Group coaches • Working on specific business challenges and opportunities • Flexible consumption model 	 <p>E-Seminar (Webinar)</p> <ul style="list-style-type: none"> • Large groups of up to 500 • Maximum 1 hour • Supported by Adobe senior leaders and SMEs
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Sales Performance Coaching - Areas of Focus

Coaching is focused on delivering results in 3 key areas, across sellers and sales leaders.



Topics could include:

For Sales Leaders

- Improving sales effectiveness and operational rigour
- Improving forecast accuracy
- Improving big deal close success forecasting
- Increasing active pipeline

For Sellers

- Accelerating the sales stages
- Buying coalition engagement & influence
- Consultative and value selling stratagems
- Deal planning & reviews
- Unblocking stuck deals

Measures of Success/Indicators could include:

For Sales Leaders

- Leading – Pipeline values, volumes and velocity
- Lagging – New order intake

For Sellers

- Leading – Number of deals past discovery
- Lagging – New order intake

Award Winning Solutions



The **SaaS Awards**

WINNER 2022

Best SaaS Product for E-Learning - Kairos

"Mentor Group's Kairos provides a modern and flexible learning experience platform to help sales teams optimize performance through dynamic and autonomous employee training. As the nature of workplace learning is rapidly reconceived as fully digitalized, a pioneering, data-driven product like Kairos brilliantly showcases the advantages of the new paradigm, such as increased accessibility, customizability, and information retention. Everyone at SaaS Awards was impressed by Mentor Group's Kairos."

Quote From Lead Judge - Robert Bassett

Global Delivery Capability



Arabic	Dutch	Greek	Polish	Slovak
Bahasa Indonesia	English	Italian	Portuguese	Spanish
Bulgarian	Finnish	Japanese	Romanian	Swedish
Cantonese	Flemish	Korean	Russian	Thai
Croatian	French	Mandarin	Serbian	Turkish
Danish	German	Norwegian	Siamese	Vietnamese